

Council for Labor & Economic Growth
Tackling Workforce Issues Facing Key Industry Sectors Committee Meeting
Amerisure Mutual Insurance Company
Friday, February 22, 2008
1:00 p.m. – 3:00 p.m.

In Attendance

Industry Sector Committee Members – Derick Adams, Committee Chair, Amerisure Mutual Insurance Company; Barry Reinink (for Jaye Shamsiddeen), DLEG/Michigan Rehabilitation Services

Staff – Matt Shields, DLEG; Janice Cooper, DLEG; Dawn Sweeney, DLEG

Purpose

The purpose of this committee meeting was to further refine the Logic Model for the impact “Bringing a Positive Focus to Advanced Manufacturing.” The committee developed the first draft of this Logic Model during the November 27th Industry Sector Committee meeting.

Updates

CLEG Staff are preparing the first edition of the CLEG E-Newsletter, which they plan to establish as a monthly communiqué to members. The E-Newsletter will contain information about the council and its committee activities, workforce information from DLEG and other state agencies, and other research and information relevant to the Council. Any information the Industry Sector Committee would like included in future additions of the E-Newsletter should be forwarded to the committee staff.

Members from the Mid Michigan Innovation Team (MMIT) participated in the November committee meeting. The MMIT is interested in helping to implement some of the steps outlined in the Advanced Manufacturing Recommendations developed by this committee. A meeting will be held Thursday, February 28th, with representatives from the MMIT, Manufacturing Regional Skills Alliances, the Center for Automotive Research, the Michigan Manufacturing Technology Center, and the Industry Sector Committee Chair. The purpose of this meeting is to determine how to align the efforts of each of these groups.

CLEG Website Discussion

The CLEG Website is in need of updating. It is the goal of CLEG Staff to keep the website updated and relevant so that it is a valuable resource for CLEG Members and other interested parties. Each CLEG Committee has its own webpage for posting Committee information. It was recommended that the Industry Sector Committee’s meeting schedule, meeting minutes, current activities, and work plan be posted to the webpage. Committee staff will seek the approval of the Committee Chair before posting information to the website.

Logic Model Discussion

The Committee continued to work through the Logic Model for “Bringing a Positive Focus to Advanced Manufacturing.” A revised version is attached at the end of the meeting minutes.

- The Impact of “Bring A Positive Focus to Advanced Manufacturing” was very broad to work with. It was changed to “Advanced Manufacturing is Viewed Positively as a Career Opportunity in Michigan” in order to focus more on the workforce development issues facing Advanced Manufacturing.
- The definition for Advanced Manufacturing used in this process was: *“The incorporation of new technology, improved processes, or management methods in manufacturing products through the systematic application of scientific and technical knowledge.”*
- This impact centers around creating a communication/marketing plan for developing a positive view of advanced manufacturing career opportunities in Michigan. The committee will need to determine its target audiences, a consistent message, and the communication/media outlets to be used.
- The communication plan could include the “Making it in Michigan” DVD and PBS campaign. The committee watched the introduction to series during the committee meeting.
 - The cost of the campaign would be \$200,000 – \$250,000
 - The Committee will need to tap into the Michigan Manufacturers Association and private industry to raise funds for the campaign
 - Additional information is attached at the end of the minutes
- Other ideas that will need further defining include: “Advanced Manufacturing/Knowledge Workers” and “Center(s) of Innovation in Advanced Manufacturing” or “Center(s) vs. Excellence in Advanced Manufacturing”
- Identifying and Targeting Training Dollars toward Advanced Manufacturing was removed from this Logic Model to become its own impact
- Doubling the Gross State Product in 10 years was removed from this Logic Model to become its own impact

Next Steps

The Logic Model, “Advanced Manufacturing is Viewed Positively as a Career Option in Michigan”, is nearing completion. The next steps will be to rework the model into an action plan. This plan will be broken into actionable items, with committee members assigned to work on specific segments.

The next committee meeting will be Monday, March 10th, following the full CLEG meeting at the Lansing Community College M-TEC Facility.

CLEG INDUSTRY SECTOR COMMITTEE RECOMMENDATIONS

Logic Model

<u>Resources</u>	<u>Activities</u>	<u>Outputs</u>	<u>Short- & Long-Term Outcomes</u>	<u>Impact</u>
<i>In order to accomplish our set of activities we will need the following:</i>	<i>In order to address our problem or asset we will accomplish the following activities:</i>	<i>We expect that once accomplished these activities will produce the following evidence or service delivery:</i>	<i>We expect that if accomplished these activities will lead to the following changes in 1-2 years:</i>	<i>We expect that if accomplished these activities will lead to the following changes in 2 years and beyond:</i>
<ul style="list-style-type: none"> • Council for Labor & Economic Growth (CLEG) • Department of Labor & Economic Growth (DLEG) • DLEG-Media Office • United States Department of Labor (USDOL) • Michigan Works! Associations (MWAs) • Michigan Regional Skills Alliances® 	<ul style="list-style-type: none"> • Create definition of Advanced Manufacturing and Knowledge Work • Create definition of “Worker” • Create a profile of what an Advanced Manufacturing worker is • Define and establish assessment process and education/training system for employees • Create a media and marketing /communications plan utilizing definition of 	<ul style="list-style-type: none"> • Webpage that consolidates regional economic development activities • Process and culture created • Media plan • Marketing plan • Communications plan • Definition of advanced manufacturing and knowledge work • Definition of “worker” • Defined assessment process and education/training system for employees • Identified sustainable 	<ul style="list-style-type: none"> • Statewide Marketing/ Communication Plan that brings a positive focus to Advanced Manufacturing • Michigan is established as A Center for Innovation (for designated industries) • Technology/ knowledge converted to commercial opportunity • Training money packaged and targeted to Advanced Manufacturing • “Communication system” between employers and workforce/economic development partners and other partners 	<p>Advanced Manufacturing is Viewed Positively as a Career Opportunity in Michigan</p>

<p>(MiRSAs)</p> <ul style="list-style-type: none"> Michigan Department of Education (MDOE) State Board of Education Foundations Associations Manufacturers Funding 	<p>Advanced Manufacturing</p> <ul style="list-style-type: none"> Create a webpage that house the state's consolidated economic development activities. Research diversification opportunities Help companies recognize that they are or can be innovative Identify industries in which we can become Centers of Innovation Create Center(s) of Innovation Identify incumbent worker training resources Gap analysis Nurture culture of innovation/ entrepreneurship Develop process to convert research to commercial opportunity Tap into the work of the "soft skills" committee and utilize their findings Identify career ladder opportunities in Advanced Manufacturing Identify incumbent worker training resources. Develop plan to reach out and serve 	<p>industries</p> <ul style="list-style-type: none"> Center (s) of Innovation Document yielding diversification opportunities findings Improved Communications process with employers Improved Communications process with employees Documentation of gap analysis Alignment and unification of resources and participants Training opportunities 	<ul style="list-style-type: none"> Culture change throughout state with regards to Advanced Manufacturing Target culture that has control over training moneys in the state, in order to gear funding towards Advanced Manufacturing Expose opportunities and create a system to have impact on doubling State Gross Product Established career ladders integrated into the education system. 	
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	<ul style="list-style-type: none">incumbent workers• Resource/ asset mapping• Research options and potential for doubling the State Gross Product• Align resources and participants			
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DRAFT

December 17, 2007

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Derick W. Adams
Vice President, Human Resources
Amerisure Mutual Insurance Company
26777 Halsted Road
Farmington Hills, MI 48331

Derick,

Here is a copy of the DVD "Making It In Michigan" I mentioned the last executive committee meeting. We created it about two years ago with some resources from MEDC but we were not able to get commitments from corporations. The cost is \$200,000 to \$250,000 for a season on PBS. Our goal is to get four or five contributors.

Here is a summary of the project. I believe it is a good project that could help make a difference in Michigan.

Changing the Image of Manufacturing

The Project

Making It In Michigan is the working title for a weekly, 30-minute television program Blue Sky Productions will produce for PBS. The program showcases high-technology manufacturing, industry, businesses and processes in Michigan. It is aimed educating the public, specifically young people, about the high-tech, innovative career opportunities offered in today's manufacturing companies.

Making It In Michigan will be produced "documentary style" with an unseen narrator and broadcast statewide on Public Television stations.

Objective

The objective is two-fold: 1) to help change the image of manufacturing from dangerous, dirty, unrewarding work to high-tech, challenging, rewarding careers rich in diversity; 2) to promote Michigan's industry and communities by spotlighting technology-driven jobs and careers. Accomplishing this object will help attract the best and brightest to pursue careers in Michigan's manufacturing companies and help position Michigan as an epicenter of innovation.

The program will be presented with a "Did you know?" point of view and be produced in a fast-paced MTV style evoking a cutting edge, high-tech feel in order to attract and keep young people interested in the subject matter. It will show why manufacturing is "cool" by showcasing high-tech industry and the rich diversity of products produced in our state including, automotive, appliances, food products, forestry products, furniture, pharmaceuticals, materials, tool & die, utilities, etc. This series will demonstrate opportunities that are available in manufacturing, how well these jobs pay, and the skills required to get them.

Making It In Michigan will place particular emphasis on engineering and managerial jobs, and show which colleges and universities in Michigan offer the courses needed to acquire these skills. It also will cover the technical skills needed on the shop floor, with input from vocational schools and unions.

A media-rich web site will be developed to promote and support the series. It will provide links to businesses, schools, agencies, associations and others that can provide additional information and services to viewers. The site will be promoted on the show and updated each week. The goal is to help viewers establish a "plan of action" for pursuing manufacturing opportunities in Michigan.

Additionally, because the program is well suited for use in the classroom, Blue Sky Productions and the State of Michigan will explore opportunities for K-12 teachers to incorporate its content into their curriculum.

Criteria of Programs

Blue Sky will work with the manufacturing community and the Michigan Economic Development Corporation to create a pool of story ideas for the program. Each story will include the following elements:

1. A characterization of the community in which the business/industry/career is located. For instance, if a story is produced about the technology of manufacturing food products at the Jiffy Mix company in Chelsea, it would be important to give the audience a sense of the upscale community that is home to that Jiffy Mix.
2. A description and brief history of the industry.
3. Interviews with executives and/or owners of companies involved in this field. What are the opportunities and challenges associated with their product and/or business?
4. Description of the manufacturing-related jobs (focusing on high value labor) available in this field, and what they entail.
5. Interviews with those who hold these jobs. Who are they? What is the salary range for their jobs? What education and/or training are needed to land their jobs? Where did they go to school? What programs do these schools offer?
6. Explanation and analysis of technology used in manufacturing.
7. Interviews with independent experts relevant to the story topic.

If you have any questions or further comments please let me know.

Thanks.

Have a wonderful holiday.

Marge Sorge
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